

# America Chooses Pizza

In today's fast-paced society of trying to balance busy schedules with family time, it is mealtime that tends to still bring people together. Yet trying to find a balanced meal and meet the tastes of everyone can be a challenge. The American Pizza Community suggests that you don't need to look much further than the time-honored tradition of sharing pizza with your family as the solution.

## More than just a slice

As a **customized meal**, pizza ordering can be tailored to meet the health, economic, or cultural needs of most consumers.

The Dietary Guidelines for Americans call for increased consumption of low-fat and fat-free dairy foods, vegetables, fruit and whole grains. Pizza can make an important contribution to the American diet in those areas:

FOOD	PERCENT CONTRIBUTION
Dairy	10%
Vegetables	5%
Tomatoes	17%
Grains	8%

(Source: 2010 Dietary Guidelines for Americans National Health & Nutrition Examination Survey/NHANES 2005-2008; 2 years and older, n=16,587)

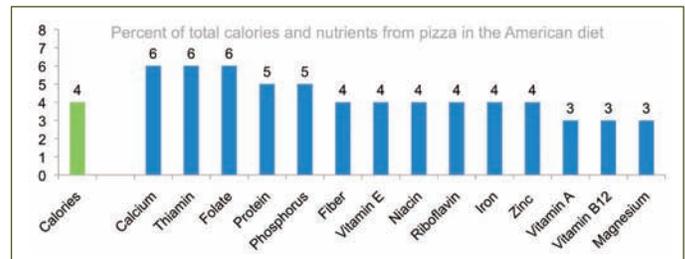


## PIZZA MEANS MEALTIME & FAMILY TIME

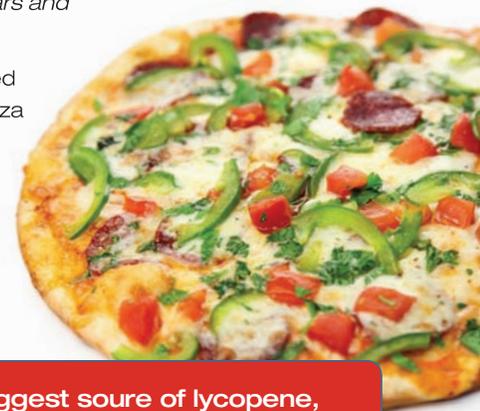
- Pizza is a **family-based meal** that offers options to suit different preferences while still enjoyed together.
- Pizza is a high-quality, oven-baked **complete meal**. Beyond the topping choices, consumers can choose from a variety of wholesome crust options such as thin crust, gluten-free or whole wheat.

## PIZZA IS A BALANCED OPTION FOR ALL

- Pizza can fit into a **balanced, healthy diet** and provide many good nutrients such as calcium, protein and fiber, provided it is consumed in moderation. In the American diet, pizza provides:
    - 6% of the calcium, thiamin and folate
    - 5% of protein and phosphorus
    - 4% of fiber, vitamin E, niacin, riboflavin, iron, zinc and polyunsaturated fat
- (Source: NHANES 2005-2008; 2 years and older, n=16,587)



- About 1/3 of pizza consumed by adults\* contains vegetables or fruit not including the tomato sauce. (\*Subset of people who ate pizza on the day of the survey from NHANES 2005-2008; 2 years and older, n=16,587)
- Chicken is now the top-listed protein in the full-service pizza segment and third most-frequently listed protein at limited-service pizzerias. (Source: Technomic's Pizza Consumer Trend Report, April 2012)



Tomatoes are the biggest source of lycopene, a dietary antioxidant. Research underscores the relationship between consuming tomatoes and reduced risk of cancer, heart disease, and other conditions. (Source: a review article in the American Journal of Lifestyle Medicine 2010.)



Pizza is a unique food category, you can make pizza a healthy option based on your topping and crust choices. For example; a veggie pizza with light cheese on a thin crust is a healthy food choice.

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